

TOBACCO CONTROL RESOURCES



April 2011

MAINE OFFICE of SUBSTANCE ABUSE
INFORMATION & RESOURCE CENTER

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This publication may be made available in alternate format upon request.

SELECTED VIDEOS

Available for loan to any organization in Maine

AD-LIBBING IT

Grade Level: 4-12

Details: 17 min., 1992, Altshul Group

Synopsis: This video looks at how advertisers try to hook young people on cigarettes and alcohol. Using humor, the program exposes these advertising practices and shows viewers how they are being manipulated to smoke cigarettes and drink alcoholic beverages.

BEHIND THE SMOKE SCREEN: FACTS ABOUT TOBACCO USE

Grade Level: 6-12

Details: 30 min., 1997, Films for the Humanities and Sciences

Synopsis: This program tries to persuade viewers not to smoke or chew tobacco, and coaches them on how to quit if they already do. The focus is on the toll which nicotine takes on the body. Graphic examples of people with emphysema, chronic bronchitis, cancer of the larynx, and cancerous mouth lesions drive home the point. The effects of smoking during pregnancy, cigar smoking, and secondary smoke are also addressed.

CONSUMER SEDUCTION - FROM ROMANCE TO REALITY

Grade Level: 9-12, Adult

Detail: 22 min., 1992, Center for Media & Values

Synopsis: Michael Learned hosts this exploration of tobacco advertising and how advertisers sell not only their products - but dangerous and addictive lifestyles.

DEADLY PERSUASION : THE ADVERTISING OF ALCOHOL & TOBACCO (vhs & dvd)

Grade Level: 9-12, College, Adult

Details: 53 min., 2003, Media Education Foundation

Synopsis: Jean Kilbourne exposes the marketing strategies and tactics used by the tobacco and alcohol industries to keep Americans hooked on their products. Illustrating her analysis with hundreds of current advertising examples from mainstream and trade sources, Kilbourne presents a compelling argument that these industries have a clear and deep understanding of the psychology of addiction - an understanding they exploit to create and feed a life-threatening dependency on their products. (Pt. 1, The Advertising of Tobacco Pt. 2, The Advertising of Alcohol)

DIARY OF A TEENAGE SMOKER

Grade Level: 7-12

Details: 26 min., 1991, Allantois Films

Synopsis: This video addresses many of the underlying reasons why young women smoke and why people start to smoke. It encourages young women to make informed decisions about smoking, health benefits of quitting and ways to quit.

DUSTY THE DRAGON

Grade Level: K-3

Details: 12 min., 1990, ETR Associates

Synopsis: This tobacco video uses a mixture of animation, live action, and an anti-tobacco rap song. Children can help Dusty the Dragon make the right choice about smoking and smokeless tobacco, as pediatrician Dr. Margie Hogan puts tobacco on trial.

DYING FOR A SMOKE: KIDS AND TOBACCO

Grade Level: 3-12

Details: 16 min., 1993, MTI

Synopsis: This video explores tobacco use with adolescents. The non-smoking kids interviewed say it's gross, it stinks and it's stupid. The teens who smoke describe their desire to quit and how smoking has hurt them physically. Also interviewed are Dave Goerlitz, the former Winston cigarette model and another man dying of lung cancer.

THE FEMININE MISTAKE: THE NEXT GENERATION

Grade Level: 7-12, Adult

Details: 32 min., 1989, Pyramid Film and Video

Synopsis: This updated version of The Feminine Mistake addresses the dangers of smoking, why people start... and don't stop. People dying of smoking related cancer are interviewed, as well as many healthy teens who believe that smoking is glamorous and sexy.

FOR A CHANGE: BREAKING OLD HABITS AND MAKING NEW ONES

Grade Level: Adult

Details: 25 min., 1991, Amer. Lung Assn./ME

Synopsis: This program features several people who have changed some aspect of their behavior to break an old habit or take up a new one. By using a systematic behavioral approach, they were able to give up smoking, lose weight, and build exercise into their lives. Property of Amer. Lung Assoc of ME.

GET REAL ABOUT TOBACCO CURRICULUM (GRADES 4-6)

(These 3 videos are part of the above curriculum and may be requested separately. The Teacher's Guide and other accompanying items may also be borrowed from our book collection.)

DON'T EVEN TRY IT

Grade Level: 4-6

Details: 10 min., 1997, AGC United Learning

Synopsis: This film illustrates the Self-Control Skill and the Refusal Skill. Vignettes which depict 1) a teenage boy telling his friends that he doesn't want to use chewing tobacco 2) a young adult telling his friend that he doesn't want him to drink beer in his car and 3) a teenage girl stopping herself from smoking a cigarette show students how they can stay in control and avoid trouble without losing their friends.

GETTING THE MESSAGE...ABOUT TOBACCO

Grade Level: 4-6

Details: 16 min., 1997, AGC United Learning

Synopsis: After presenting various tobacco messages including a billboard, a movie, a TV news report, and a smoking parent, computer graphics show how the brain works to analyze these messages. As each message progresses through different levels of the brain, students begin to understand that there's more to these messages than they once thought.

NOT JUST BLOWING SMOKE

Grade Level: 4-6

Details: 8 min., 1997, AGC United Learning

Synopsis: This video examines the position most young people take regarding smoking. The vast majority are strongly against it. Interviews soon reveal that many kids are swayed as they get older. Youngsters who are the most adamant about not smoking express their concerns for family members who smoke and seem unable to quit.

HEAR MY VOICE

Grade Level: 6-12, Adult

Details: 12 min., 2002, American Cancer Society

Synopsis: This video, targeted to middle school students, is a graphic and honest look at what it's like to live with a laryngectomy or surgery to remove one's voice box. The people profiled point out important facts to school children such as the fact that they cannot go in a boat or go swimming because they risk going underwater and drowning if water entered their stoma, the hole in the throat where they breathe. Classroom discussion questions for teachers to use following the video are included.

HOW TO LOVE A SMOKER

Grade level: Adult

Details: 24 min., 1998, AGC United Learning

Synopsis: This is a humorous look at an often difficult subject--trying to talk to someone about their addiction to smoking. Through visual and sound effects and a team of volunteers, narrator Joe Dempsey reviews the approaches that don't work: begging, nagging, bargaining and threatening. The non-smoking volunteers, which include a best friend, a girlfriend, a daughter and a grandson, follow a three step process to encourage their loved ones to kick the smoking habit. Dempsey tells viewers not to give up--that attempting to help is the most important part they can play in this process.

I CAN'T BREATHE. A SMOKER'S STORY

Grade Level: 6-12, Adult

Details: 20 min., 2002, MA Dept. of Public Health

Synopsis: This is the story of Pam Laffin, a young woman dying from emphysema. It illustrates the effects of a smoking-related illness. Her story may impact many students on an emotional level. The producers recommend offering students the option not to watch or to leave the room if they become uncomfortable. It is also recommended that students be provided with an opportunity to process what they have seen.

I QUIT: TOBACCO AND TEENS

Grade Level: 6-12, Adult

Details: 15 min., 1996, Alfred Higgins Productions

Synopsis: Interviews reveal the motivations and successes of several teens who have quit tobacco. Vignettes depict the short-term down side of smoking or chewing while acknowledging the long-term health risks. Interviewees describe their withdrawal process and strategies they employed to cope with their symptoms and stresses. Final words from tobacco-free teens emphasize their personal satisfaction with having quit, and motivate viewers to do the same.

I'M DYING FOR A SMOKE (SPANISH VERSION)

Grade Level: 7-12, Adult

Details: 31 min., 1991, ETR Assoc.

Synopsis: This is the first culturally specific smoking cessation video created for the Hispanic Community. Providing motivation and techniques to quit smoking and avoid relapse, it also focuses on prevention of the smoking habit for non-smokers. (Property of Maine Project ASSIST).

IT'S YOUR CHOICE: THE FACTS ABOUT SMOKING

Grade Level: 7-12, Adult

Details: 18 min., 1996, Aims Multimedia

Synopsis: Teisha is a high school student who smokes. Most of her friends do too. During a health class on the risks of smoking a new student, Trevor, arrives. Trisha invites Trevor to "the wall" to hang out. When he turns down a cigarette saying he doesn't smoke, an argument ensues about the political agenda of smokers and non-smokers. Back in the classroom, students continue their discussion about the risks of smoking, and look at some advertising campaigns. In the end, Teisha must weigh the pressure of her own desire to smoke against her desire to make the right choices in life and be with the boy she likes.

MAKING A KILLING

Grade Level: Adult

Details: 29 min., 2000, INFACT

Synopsis: This video delves into Philip Morris's role in the tobacco industry's deceptive history with information from once-secret corporate documents. It reveals how the corporation conspired to hook children on tobacco and keep governments from protecting public health and exposes the aggressive advertising and promotional tactics employed by Philip Morris--including footage of the free cigarette giveaways the corporation had claimed it no longer used. The video examines how Philip Morris uses its Kraft Foods to gain political leverage in its fight against public health regulation and crusade to influence media coverage.

MARA'S BREATHTAKING STORY

Grade Level: 6-12, Adult

Details: 22 min., 1994, Gerald T. Rogers Films

Synopsis: Mara's cool new friends share everything - rides, the latest gossip and cigarettes. Smoking to them is a right, it shows independence and sophistication. At home, where both mother and grandmother are heavy smokers, smoking is acceptable. Everything indicates that Mara is on her way to a lifelong addiction, until circumstances force her to reevaluate her choice.

MEDIA SHARP...ANALYZING ALCOHOL AND TOBACCO MESSAGES

Grade Level: 6-9

Details: 7min., 1998, Centers for Disease Control & Prevention

Synopsis: Media Sharp is a two-part media literacy education resource guide for educators and community leaders who work with middle and high-school age youth. It consists of an 80-page guide and 7-minute video, both featuring activities and interactive learning designed to help young people assess media messages about alcohol and tobacco.

MEDICAL ASPECTS OF TOBACCO

Grade Level: 9-12, Adult

Details: 27 min., 1990, FMS Productions, Inc.

Synopsis: In this video, the physical and emotional effects of tobacco are examined by Dr. Max Schneider, M.D.

MOSTLY MICE: SMOKE GETS IN YOUR EYES

Grade Level: K-3

Details: 16 min., 1992, MTI/Coronet

Synopsis: Secondhand smoke turns out to be a real problem for the Mostly Mice Review when Mother Wump, the troop's director, smokes cigarette after cigarette nervously awaiting the financial ruin of their latest production. This program is designed to help youngsters understand the harmful effects of secondhand smoke and provides a valuable lesson on the lack of truthfulness when it comes to cigarettes in advertising.

MOUSEOLOGY

Grade Level: 3-12, Adult

Details: 9 min., 1994, Pyramid Film and Video

Synopsis: This video is an amusing yet effective animated film that highlights the realities of smoking, and exposes the impulses that manipulate those addicted. Represented as a mouse, addiction is revealed as a programmed desire that attacks the mind and forces the body to act contrary to common sense. It will help audiences understand why people start smoking and how difficult it is to stop. The concept of addiction is discussed and refusal skills are given.

NICOTINE ADDICTION

Grade Level: Adult

Details: 41 min, 1989, GWC Inc,

Synopsis: Using simple terms and illustrations, counselor Juanita Krebsbach describes how nicotine addiction develops, both emotionally and physiologically. Helpful for smoking cessation programs.

OUR SMOKING VIDEO

Grade Level: 6-9

Details: 20 min., 1997, AGC United Learning

Synopsis: Page and Ryan, seniors who are teamed in a video production class, have been caught smoking on school property. Instead of suspension, they are assigned to produce a video about tobacco and smoking for the student body. Highly resistant at first, Page's rigid position gradually softens during the production process. In an emotional and climatic interview with her mother, an addicted smoker, Page finally reaches the point where she decides to quit, and help her mom do the same.

PACK OF LIES: THE ADVERTISING OF TOBACCO

Grade Level: 5-12, Adult

Details: 38 min., 1993, Kinetic Films, Inc.

Synopsis: In this video, Jean Kilbourne and Rick Pollay reveal the cynical and manipulating way in which the "pack of lies" is spread, and new generations of nicotine addicts are created. It uses over 80 ads and secret corporate documents to show the advertising strategies of the tobacco industry.

PHYSICAL EFFECTS OF SMOKING

Grade Level: 5-12, Adult

Details: 38 min., 1993, Kinetic Films, Inc.

Synopsis: This video covers the effects of smoking on the entire body. Some areas covered are: asthma, pregnancy, heart disease, cancer, emphysema and blood pressure.

POISONING YOUR CHILDREN

Grade Level: Adult

Details: 12 min., 1993, Pyramid Film & Video

Synopsis: This video combines testimony from the U.S. Surgeon General, an environmental pollution expert, and pediatricians to make a convincing case against second-hand smoke, pointing out the potential ailments associated with each stage of inhalation. Real-life examples underline the seriousness of this health hazard.

PORTLAND'S YOUTH ACCESS VIDEO

Grade Level: 9-12, Adult

Details: 15 min., 1994, Maine Project ASSIST

Synopsis: This video was produced by Portland's "Project ASSIST" initiative. The focus of it is on minor's easy access to tobacco products in Maine. It features comments by Maine Legislators, health professionals, police, merchants and students.

PREGNANCY, ALCOHOL, AND TOBACCO DON'T MIX

Grade Level: 9-12, Adult

Details: 20 min., 1992, Visions Video

Synopsis: This video explores why alcohol, tobacco, and caffeine are chemicals that should be avoided during pregnancy. Viewers meet three young mothers and learn their reasons for beginning a healthy lifestyle. Fetal Alcohol Syndrome and Effects is explained, and tips for becoming smoke-free are provided.

QUIT AND STAY QUIT SERIES

UNDERSTANDING THE PROBLEMS OF NICOTINE AND TOBACCO DEPENDENCE

(Quit and Stay Quit Series, #1)

Grade Level: 9-12, Adult

Details: 12 min., 1996, Hazelden

Synopsis: This video explains the basics of nicotine and tobacco and how they enter and damage bodily systems.

STAGES OF QUITTING NICOTINE AND TOBACCO (Quit and Stay Quit Series, #2)

Grade Level: 9-12, Adult

Details: 13 min., 1996, Hazelden

Synopsis: This video describes the 6 stages of quitting nicotine and tobacco: pre-contemplation, contemplation, preparation, action, maintenance and recovery.

THE QUITTER

Grade Level: Adult

Details: 7 min., 1988, Pyramid Film and Video

Synopsis: This is an animated tale of a man who has been called a quitter all his life, but who has never quit smoking. It uses humor to help smokers move past their excuses for not quitting and give them a supportive plan of action to start quitting.

REAL TALK ABOUT SMOKING (dvd)

Grade Level: 6-12

Details: 7.5 min., 2003, Healthy Maine Partnerships

Synopsis: In their own words, Maine teens describe what it's like to be a smoker: what got them started, the sacrifices they've made, and the frustration and social embarrassment of being hooked on tobacco.

REX A. CANINE, PART I

Grade Level: K-6, Adult

Details: 14 min., 1993, Family Care

Synopsis: Cartoon character Rex A. Canine refuses to be a symbol for tobacco advertisers like "Joe Camel." This video is designed to help young adolescents realize how slick tobacco advertising can manipulate them. The goal is to help young adolescents develop their critical-thinking skills so they will understand how advertising campaigns are designed to influence them. (Property of the American Lung Assoc. of ME)

REX A. CANINE, PART II

Grade Level: K-6, Adult

Details: 15 min., 1994, Family Care

Synopsis: This video is the continuation of the story of the Hound with Sound. In his first press conference following his decision not to sign an advertising contract with Slicken Tobacco, Rex exposes the marketing

tactics behind the promotion of spit tobacco. Once again Rex helps students look beyond the advertising message to see the truth. (Property of the American Lung Assoc. of ME)

SAY GOODBYE CAMEL JOE

Grade Level: K-12, Adult

Details: 8 min., 1992, Stop Teenage Tobacco Addiction

Synopsis: A fast-paced, "MTV-style" video using lively visuals and music along with teen comments to reveal some of the deceptive advertising techniques used by the tobacco industry to target children. (Property of Maine Project ASSIST).

SAYING NO TO SMOKING

Grade Level: K-3

Details: 25 min., 1990, Live Wire Publications

Synopsis: In this program, Missy Mouse has to choose whether to say "no" to a friend or do something she knows is wrong. When Missy's best friend, Rhonda Bird, tries to pressure her into smoking cigarettes, Missy discovers that there are ways to say "no" without ruffling Rhonda's feathers.

SCENE SMOKING : CIGARETTES, CINEMA AND THE MYTH OF COOL

Grade Level: 9-12, College, Adult

Details: 59 min., 2003, Proletariat Filmworks

Synopsis: Professionals from the entertainment and health fields discuss real-life choices they've made and what they think about the depiction of tobacco on-screen. This balanced documentary brings together some of Hollywood's most powerful voices - in a frank discussion of artists' rights, social responsibility, and the First Amendment.

SECONDHAND SMOKE (REVISED)

Grade Level: 6-12, Adult

Details: 18 min., 1995, Pyramid Film and Video

Synopsis: This video combines humor with scientific fact to demonstrate that tobacco smoke increases the risk of lung cancer and heart disease in non-smokers. In addition to showing smokers how their habit harms those around them, it urges nonsmokers to defend their right to breathe clean air.

SELLING ADDICTION

Grade Level: 9-12, Adult

Details: 19 min., 1992, Ctr. For Media Literacy

Synopsis: This three-part discussion starter provides information to help facilitate the Selling Addiction Workshop. Hosted by actress Michael Learned, the video utilizes an in-depth group process to help understand the addiction problem. Typical commercials and advertising techniques are analyzed, target marketing and the myths of advertising are illustrated.

SLAM!

Grade Level: 6-12

Details: 15 min., 1999, Centers for Disease Control

Synopsis: This video was developed to help young people be more aware of the power and pervasiveness of cigarette advertising and to help them explore ways to resist the influences of the tobacco industry. It tells the story of Leslie Nuchow, a talented but unsigned young singer/songwriter who refused to have her music associated with a cigarette marketing campaign targeted toward young people.

SMOKE-FREE CLASS OF 2000: TOO SMART TO START-TOO COOL TO SMOKE

Grade Level: 7-12, Adult

Details: 17 min., 1994, American Heart Association

Synopsis: This video looks at facts on tobacco use, the tobacco industry, advertising, and teens' attitudes about smoking.

SMOKE-FREE CLASS OF 2000: USE THE FACTS-EXERCISE YOUR POWER

Grade Level: 7-8

Details: 11 min., 1994, American Heart Association

Synopsis: Using a documentary approach, the video depicts young people advocating for tobacco control. Their efforts include passing a local ban on cigarette vending machines, enforcing laws concerning tobacco sales to minors and petitioning state legislators about tobacco control.

SMOKE FREE T.V.: A NICOTINE PREVENTION VIDEO

Grade Level: 5-8

Details: 20 min., 1999, Hazelden

Synopsis: Through a variety of youth-focused vignettes, students will learn about health risks associated with nicotine use while listening to what real kids have to say about nicotine use and the struggles of nicotine addiction.

SMOKELESS...NOT HARMLESS

Grade Level: 7-12

Details: 5 min., 2002, Centers for Disease Control

Synopsis: This video looks back at the many tactics used to sell smokeless tobacco over the past century. It demonstrates how smokeless tobacco marketing has spread around the world, from Venezuela to India, to Sweden, and beyond. It shows counter-marketing efforts which are giving young people the truth about these deadly, addictive products.

SMOKELESS TOBACCO: IS IT WORTH THE RISK?

Grade Level: Adult

Details: 13 min., 1989, American Assoc. of Otolaryngology

Synopsis: This video focuses on smokeless tobacco use among athletes, more commonly referred to as "chew" or "spit", and how their use and advertising influence kids to use this dangerous substance. Also comments on the harmful health effects it can cause. (Warning: Graphic photos). (Property of Maine Project ASSIST).

SMOKELESS TOBACCO: A SPITTIN' IMAGE

Grade Level: 6-12

Details: 14 min., 1994, Syndistar

Synopsis: This video addresses exclusively the dangers of smokeless tobacco. It refutes the image presented by tobacco industry advertising that smokeless tobacco is a harmless alternative to smoking.

SMOKELESS TOBACCO: THE SEAN MARSEE STORY

Grade Level: 7-12, Adult

Details: 16 min., 1987, Walt Disney Ed. Media

Synopsis: The growing use of snuff, or smokeless tobacco, by children as young as eight years old, has brought the recognition of the addictive qualities of this substance to public attention. The case history of Sean Marsee, a high school track star and habitual snuff user, serves as an excellent example to all who are tempted by this form of tobacco.

SMOKESCREEN

Grade Level: 6-12, Adult

Details: 20 min., 1993, Durrin Productions

Synopsis: Former Winston model Dave Goerlitz gives a "behind the scenes" look at cigarette advertising, addresses the harmful consequences of smoking, and exposes what tobacco companies don't want you to know. His points are 1) tobacco ads lie 2) kids are the target of these ads 3) tobacco use won't make you successful and 4) each of us can make a difference.

SMOKESCREENS: CIGARETTES AND ADVERTISING

Grade Level: Grades 4-9

Details: 15 min., 1991, New Dimensions Media, Inc.

Synopsis: Students discuss the negative aspects of cigarette smoking and how advertising is used to attract new smokers. It provides an analysis and examples of advertising techniques and the thinking skills students can use to counter advertising strategies.

SMOKE SCREENERS: AN EDUCATIONAL PROGRAM TO HELP YOUNG PEOPLE DECODE SMOKING IN THE MOVIES

Grade Level: 6-10

Details: 15 min., 2002, MA. Dept. of Public Health

Synopsis: Using an MTV-style format, the teen hosts of Smoke Screeners provide a behind-the-scenes look at the entertainment industry's use of smoking on-screen. Geared towards young adults in middle and early high school, the video shows clips from many historical and current movies to illustrate how, "cigarettes and cigars are movie-making tools." The video explains how writers, actors, and directors use tobacco products to make characters look nervous, relaxed, weak, strong, and even glamorous.

THE SMOKE SHOP

Grade Level: 6-9

Details: 3.5 min., 2002, Maine Youth Advocacy

Synopsis: Maine Youth Advocacy Program students created this skit about tobacco and the dangers of smoking. Four youth go to the smoke shop and order up a supply of cancer sticks, rat traps, and black lung bettys. They end up throwing away their orders and giving statistics on smoking in Maine.

SMOKIN' SAM

Grade Level: K-6

Details: 23 min., 1994, Pyramid Film & Video

Synopsis: Smokin' Sam, the All American star of a new roller hockey league sponsored by Trophy cigarettes, has a secret he doesn't want his fans to know - he smokes. Two clever eleven-year-old sleuths find out, and with a little help from the school nurse, a doctor, and a friendly ad man, they convince Smokin' Sam that he ought to quit.

SMOKING CESSATION AND NICOTINE REPLACEMENT THERAPY

Grade Level: Adult

Details: 7 min., 1992, Amer. Lung Assn./ME

Synopsis: This video discusses how smokers become addicted to nicotine and can use nicotine reduction therapy (a patch or gum), to beat this addiction. Property of the American Lung Association of Maine.

SMOKING: I'M IN CONTROL

Grade Level: 7-12, Adult

Details: 15 min., 1993, Altschul Group

Synopsis: Alex is a teenage girl who smokes. When her friend Keisha tells her that she is addicted to smoking, Alex retorts that she can quit at any time. So she decides to quit to prove Keisha wrong. However, she had no idea it would be so difficult. This program follows Alex's progress as she continues to abstain from smoking. Viewers learn through Alex's experience that the positive aspects definitely outweigh the difficulty of quitting.

SMOKING: TIME TO QUIT

Grade Level: Adult

Details: 24 min., 1994, Films for the Humanities and Science

Synopsis: Smoking is harmful and addictive, but starting is easier than quitting; this program informs us that it often takes four or five serious attempts to quit for good. The program discusses various ways to stop smoking and the motivation to stop: quitting before and at the onset of pregnancy, when the motivation to protect the unborn child is very strong; a couple quitting together; stop-smoking support groups and their techniques for training ex-smokers to say "no" when a cigarette is offered and being willing to try to quit again after relapsing.

SMOKING: TRUTH OR DARE? THE TEEN FILES

Grade Level: 4-12

Details: 34 min., 1998, Aims Multimedia

Synopsis: Students understanding of the risks of tobacco use is reinforced as they learn that smoking kills more people each year than AIDS, drug abuse, car accidents and murder-combined. A graphic media complement to live classroom activities, the program demonstrates to teens who use tobacco exactly what this deadly habit is doing to their bodies.

SOOPER PUPPY: PUFF OF SMOKE

Grade Level: K-3

Details: 17min., 1988, Coronet/MTI

Synopsis: Having mistaken Big John's cigarette smoke for a fire, Baxter ruins his cigarettes with water. When Baxter attempts to replace the pack for his friend, Grandpaw questions his actions. As Grandpaw relates the story of a young puppy with a weakness for cookies, Baxter is taught an important lesson in the dangers of nicotine addiction.

SPIT TOBACCO KILLS: EXTREME DANGER OF CHEWING AND DIPPING TOBACCO

Grade Level: 9-12, Adult

Details: 28 min., 1996, Human Relations Media

Synopsis: Calling chewing and dipping tobacco "smokeless" makes this deadly substance sound as if it is safer than smoking. This program shows viewers that the nasty habit of dipping or chewing tobacco actually kills young people. Major League baseball players and a rodeo cowgirl are among the speakers who tell kids that spit tobacco has no place in sports. Along with testimonials from athletes, this video follows the case of 27-year-old Rick Bender, a former user of smokeless tobacco whose cancer of the neck has left his face permanently disfigured.

STILL SMOKING? LILY HELPS

Grade Level: 9-12, Adult

Details: 12 min., 1998, AGC United Learning

Synopsis: Lily's sister Ana has been smoking since she was fifteen years old. Now that she is pregnant, Ana is determined to quit. Viewers join Ana as she tries everything from acupuncture to the nicotine patch. When she decides to join a smoking cessation group, Ana finds support and encouragement from others like her. Here she learns about the Five D's to quit smoking: Delay the craving; Do something else; Drink water; Deep breathe and Dialogue with a friend. Ana begins to become more aware of her feelings so she can deal with them-without turning to cigarettes. Viewers learn, as Ana learns, important information on the effects of cigarette smoke on the fetus as well. In the end, Lily and Ana's efforts are successful-Ana knows she won't go back.

STOP A.S.A.P

Grade Level: Adult

Details: 12 min., 1994, AGC United Learning

Synopsis: This video program educates women on the importance of abstaining from drugs, alcohol, cigarettes, and excessive caffeine throughout their pregnancy. Special effects and animation are used to help viewers understand how a developing fetus is affected by substance abuse. Positive lifestyle choices for the mother-to-be are suggested, and an interview with a young woman shows how she and her young son have suffered the consequences of her substance abuse.

THE STORY OF A SPIT TOBACCO USER

Grade Level: Adult

Details: 19 min., 1999, Intermedia

Synopsis: Former chewing tobacco user and professional baseball player Rick Bender speaks to students in this video about what caused him to begin "dipping," his addiction to "chew," his development of oral cancer, and the eventual loss of part of his jaw, tongue and facial tissue as a result of the cancer. Rick also exposes myths about the "safety" of smokeless tobacco and the glamorization of smokeless tobacco by athletes.

TAKE BACK YOUR LIFE

Grade Level: 6-12, Adult

Details: 45 min., 1999, Intermedia

Synopsis: Created as a follow-up to "Smokescreen", this video reaches out to today's nicotine addicted youth and the people who care about helping them understand the urgent need to become tobacco-free. As a former "Winston Man" in the eighties and a 3- pack-a-day smoker, Dave Goerlitz shares his unique experiences with the tobacco companies, their message and their motives. He also talks about his experiences as a teenager and the timeless pressures that led him to tobacco. This video features segments from Dave's high school assembly program, dialogue with teens who smoke and thought-provoking insights and narratives from Dave.

TEENS AND TOBACCO

Grade Level: 7-12, Adult

Details: 19 min., 1996, Aims Media

Synopsis: Every year, fifty million Americans smoke 500 billion cigarettes, and more than one million young people start smoking, according to the American Medical Association. This program documents teens' attitudes toward smoking, how and why teens smoke, the addictive nature of nicotine, and the many health problems associated with tobacco use.

TEENS TAKING ACTION: CONSUMMATED VERSION

Grade Level: 9-12, Adult

Details: 22 min., 1997, SAMHSA

Synopsis: Explains process of doing consummated inspections and teens who have participated in them. Comments on what it was like.

TEENS TAKING ACTION: INTRODUCTION

Grade Level: 9-12, Adult

Details: 5 min., 1997, SAMHSA

Synopsis: Profiles teens who have worked as inspectors. Explains the inspection process.

TOBACCO: FATAL ADDICTION

Grade Level: Adult

Details: 25 min., 1995, Corvision

Synopsis: Bradley Morgan has decided to change his life today. He will quit smoking. Those who have kicked the habit describe how they escaped the physical, emotional and powerful psychological stranglehold of cigarettes and nicotine. The program lays out the devastating statistics on smoking. The program explores the awakening that occurs as a result of quitting. Increased energy, vitality and fewer worries are some of the positive changes cited by individuals who have successfully conquered tobacco addiction.

TOBACCO (Power Surge Series)

Grade Level: 7-12

Details: 16 min., 1995, Bureau for At-Risk Youth

Synopsis: These are fast-paced documentaries for teens. Every story is real and offers help, encouragement, and advice.

TOBACCO TROUBLE (Donnie Dinosaur Life Skills Series)

Grade Level: K-3

Details: 12 min., 1993, Syndistar

Synopsis: This video explains the dangers of cigarettes and smokeless tobacco by taking kids to the music-filled world of Donnie, a dinosaur who knows the importance of a healthy, drug-free body. He explains the forms of tobacco, its physical and addictive effects, tricks of tobacco advertisers, and how to deal with peer pressure.

TOBACCO WARS

Grade Level: Adult

Details: 35 min., 1997, Films for the Humanities and Sciences

Synopsis: This program places the political and legal controversy surrounding tobacco in historical perspective. We learn why and how tobacco gained prominence, explore present-day lawsuits against tobacco companies, and examine FDA attempts to regulate the industry. While many of the issues are as yet unresolved, viewers will gain an understanding of the economic and political foundations of the debate.

TOBACCO X-FILES

Grade Level: 8-12, Adult

Details: 28 min., 1998, FMS Productions Inc.

Synopsis: This program combines hard facts with an X-Files take off to present the truth about smoking and spit tobacco. Interviews with cancer patients and current and former teen tobacco users are used to educate teen users about the damage they are doing to their bodies and the future that awaits them if they don't quit now. By the end of the program, no smoker, young or old will be able to argue that using tobacco is not deadly.

THE TROUBLE WITH TOBACCO

Grade Level: 7-12, Adult

Details: 11 min., 1995, AGC United Learning

Synopsis: As the program opens, a group of preteens goes to a deserted area to smoke cigarettes. One of the youngsters smokes because of peer pressure. Others smoke because it seems exciting and grownup. The narrator then explains that the tobacco industry spends billions of dollars every year to convince people that tobacco use is very different than what is depicted in expensive advertising campaigns. It goes on to explain the negative effects of smoking.

THE TRUTH ABOUT TOBACCO

Grade Level: 6-12, Adult

Details: 17 min., 1993, Syndistar, Inc.

Synopsis: As the video opens, several teenagers answer the questions, "What is the Leading Cause of Death in this Country?" The narrator, Pete, states that tobacco is the number one killer. Next, Pete discusses "Why People get Hooked on Cigarettes." He explains the danger of nicotine and its addictive effect on the brain.

UP IN SMOKE: THE EXTREME DANGER OF SMOKING TOBACCO

Grade Level: 7-12, Adult

Details: 17 min., 1993, Syndistar, Inc.

Synopsis: Young people know they shouldn't smoke. But do they really know why? This video presents the ugly side of nicotine addiction that is sure to persuade young viewers. Not only will viewers hear from their peers who assert that smoking causes wrinkles and bad breath, but they will also learn the truth from young adults who have emphysema, throat cancer, respiratory diseases and lung cancer. Among the speakers is Dan, an avid surfer who began smoking at 13 and was forced to have a laryngectomy at 37.

WHAT'S WRONG WITH TOBACCO?

Grade Level: 4-12, Adult

Details: 30 min., 1994,

Synopsis: *What's Wrong with Tobacco?* uses a variety of scenes and speakers to get across a vital message to teen viewers - that tobacco kills. Viewers will watch peer support groups at work, hear the words of "spokes-kids" who have already kicked the nicotine habit, as well as the concerned voices of teens currently struggling to become tobacco-free.

A WOMANS HEALTH: SMOKING

Grade Level: 9-12, Adult

Details: 10 min., 1995, Corvison

Synopsis: The consequences of smoking are explored in this video hosted by actress/singer Rita Moreno. Janet Sackman, a photographer's model who glamorized smoking in LIFE Magazine a generation ago, became addicted to cigarettes when an executive suggested that she would become convincing if she smoked. Today, despite her battle with throat and lung cancer, Ms. Sackman is educating children about the dangers of smoking. A high percentage of the 3,000 new smokers who start each day are girls. Almost every cigarette ad aimed at girls uses the word "slim" or "slender" and stresses the use of cigarettes for weight control. Actress

Brooke Shields knows how compelling the "body images" created by advertising appear. She tells viewers that "smoking is going to get you further away from who you really are and the beauty of who you are."

WOMEN AND TOBACCO: SEVEN DEADLY MYTHS

Grade Level: Adult

Details: 17 min., 2001, New View Films

Synopsis: Smoking takes a deadly toll on women and the people they love. Lung cancer already claims the lives of many more women each year than breast cancer, and deaths from lung cancer are on the rise. Women between the ages of 18 and 34 are prime targets for the tobacco industry, which spends billions of dollars every year on advertising that makes smoking cigarettes look fun, sexy and inviting. This video explores the myths about smoking and empowers women to become or stay smoke free.

Selected Books

Available for 3-week loan to any individual in Maine

An Ounce of Prevention. Don Cahalan. 1991.
PRE C132

Best Practices in Tobacco Prevention and Control Initiatives. Partnership for Tobacco Free Maine/ Bureau of Health. 2000. PRE B561pt 1

Breathing Easy: A Journal for Living Nicotine Free. Jeanne Engelmenn. 1998. CHE E57be

Choose to Be Tobacco Free. Hazelden Health Promotion Services. 1987. EDU C545

Drugs, Alcohol and Tobacco: Totally Awesome Teaching Strategies. Linda Meeks. 1994.
EDU M494d

Dying to Quit: Why We Smoke and How We Stop. Janet Brigham. 1998. CHE B855dq

Focus on Nicotine and Caffeine. Robert Perry. 1990. JUV P464fn

Helping Teens Stop Using Tobacco: A Step-By-Step Program For Grades 7-12. W.Keith Pendell. 1996. CHE P397h

Here's Looking at you Kid : Alcohol, Drugs and Tobacco in Entertainment Media: a Literature Review. Donald Roberts. 2000. 3943 1

How Women Can Finally Stop Smoking. Robert C. Klesges. 1994. CHE K64h

If Only I Could Quit. Karen Casey. 1987.
SEL C3381

Keep Quit! A Motivational Guide To A Life Without Smoking Terry A. Rustin. 1996.
CHE R971k

Preventing Tobacco Use Among Young People: A Report of the Surgeon General. U.S. Dept. of Health and Human Services. 1994. PRE P944t

Quit & Stay Quit. Terry A. Rustin, M.D. 1991.
CHE R971 1994

Reducing Tobacco Use Among Youth: Community-Based Approaches U.S Dept. of Health and Human Services. 1997 (3 parts)
A Community Guide 3365 ; A Guideline 3366
A Guideline for Prevention Practitioners 3367

Staying Quit. Jeanne Englemann. 1990.
CHE E57s

The Stop Smoking Workbook: Your Guide to Healthy Quitting. Lori Stevic-Rust. 1996.
CHE B855dq

Smoking is No Laughing Matter..Butt Have You Seen This One? W.R. Spence, M.D. and Vern Herschberger. 1987. SEL S744s

The Tobacco Dependence Treatment Handbook: a Guide to Best Practices. David B. Adams. 2003. CHE T628dt

Tobacco Talk: Educating Young Children About Tobacco. Carol D'Onofrio. 1991. DRU D687t

Treating Nicotine Addiction: A Challenge for the Recovery Professional. Vincent C. Pletcher, Linda S. Lysaght, Vincent L. Hyman. 1990.
CHE P726

PAMPHLETS (Single and bulk distribution, based on availability.)

Breaking Free From Smoking Addiction	Tips For Teens: The Truth about Tobacco
Let's Learn about Spit Tobacco (activity book)	The Truth About Cigars
Nicotine Addiction (NIDA Research Report Series)	You Can Stop Smoking
Questions and Answers About Smoking and Health	

PARTNERSHIP FOR A TOBACCO FREE MAINE:

Partnership for a Tobacco Free Maine

Maine Dept. of Health and Human Services
ME Center for Disease Control and Prevention
Key Bank Plaza, 4th Fl.
11 State House Station
Augusta, ME 04330-0011
(207) 287-4627
Help Line 1-800-207-1230
www.tobaccofreemaine.org

The Partnership for a Tobacco-Free Maine offers an online resources catalog to Maine professionals working in the field of tobacco prevention and control as a means to order resources that will support those efforts. Materials may be viewed and ordered at: <http://www.ptmstore.org/>

ORGANIZATIONS

LOCAL:

American Heart Association- Maine Office

51 US Route 1, Suite M
Scarborough, ME 04074
207-879-5700

American Cancer Society

Northern New England Region
1 Bowdoin Mill Island, Suite 300
Topsham, ME 04086
207-373-3700

American Lung Association of Maine

122 State Street
Augusta, ME 04330
207-622-6394
www.mainerlung.org

Center for Tobacco Independence

Maine Medical Center
22 Bramhall St.
Portland, ME 04102
207-662-7154
www.tobaccoindependence.org

NATIONAL:

Action on Smoking and Health

2013 H Street, NW
Washington, D.C. 20006
202-659-4310
www.ash.org

American Cancer Society

1599 Clifton Rd. NE
Atlanta, GA 30329
1-800-ACS-2345
www.cancer.org

American Heart Association

National Center
7272 Greenville Avenue
Dallas, TX 75231
1-800-242-8721
www.americanheart.org

NATIONAL (CONT.):

American Legacy Foundation

1724 Massachusetts Ave, NW
Washington, D.C 20036
Phone: 202-454-5555
Fax: 202-454-5599
www.legacyforhealth.org

American Lung Association

61 Broadway, 6th FL
New York, NY 10006
212-315-8700
www.lungusa.org

Americans for Nonsmokers' Rights

2530 San Pablo Avenue, Suite J
Berkeley, CA 94702
Phone: 510-841-3032
Fax: 510-841-3071
www.no-smoke.org

Office on Smoking and Health

Centers for Disease Control and Prevention
1600 Clifton Rd.
Atlanta, GA 30333
1-800-CDC-INFO
1-800-232-4636
www.cdc.gov/tobacco

Foundation for a Smokefree America

8117 W. Massachusetts Ave Suite 500
Playa del Rey, CA 90293
Phone: 1 310-577-9828
Fax: 1 310-388-1350
www.tobaccofree.org

Campaign for Tobacco Free Kids

1400 Eye Street
Suite 1200
Washington, D.C 20005
Phone: 202-296-5469
www.tobaccofreekids.org

CURRICULA

Get Real About Tobacco (Gr. 4-6)

1997, AGC United Learning
Contains 1 teacher's guide with 10 lessons, 3 videos, 2 posters and 1 book. (The videos are listed under the curriculum name in the video section and may be borrowed separately.)

Into Adolescence: Living without Tobacco: A Curriculum for Grades 5-8. 1990, ETR Associates.

Life Skills Training: Promoting Health and Personal Development. 2000, Princeton Health Press.

The Partnership for a Tobacco free Maine (PTM) offers training and resources for middle school teachers in the LifeSkills Training Program. For more information on the program go to the PTM website at : www.tobaccofreemaine.org and click on *tobacco use prevention*. To receive information regarding scheduled training, contact Michelle Ross, Public Health Educator at 287-5762.

MediaSharp. 1998, Centers for Disease Control and Prevention. Media Sharp is a two-part media literacy education resource guide for educators and community leaders who work with middle and high-school age youth. It consists of an 80-page guide and 7-minute video, both featuring activities and interactive learning designed to help young people assess media messages about alcohol and tobacco.

Project 4-Health: Tobacco Prevention Curriculum for Youth. 1996, University of California, Berkeley.

Project T.N.T. : Towards No Tobacco Use: Teacher's Guide. 1998, Education Training Research Assoc